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An investigation of South African attitudes
towards online shopping

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I hereby declare that the Research Report submitted for the Bachelor of Commerce Honours in Management degree to The Independent Institute of Education is my own work and has not previously been submitted to another University or Higher Education Institution for degree purposes.

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ABSTRACT

The South African online retail sector has been growing steadily over the past few years, however there is still some reluctant consumers. Given the competition among shopping channels and the resistance towards online shopping, this study's aim was to identify the reasons that drive Internet users to buy or avoid buying off the Internet. The Online Shopping Acceptance Model (OSAM) was the main theory considered for this research study, therefore one of the main perspectives observed in this study was demographics. Using an online survey of 25 shoppers, this study revealed that people who shop online do not necessarily trust online shopping, and people who do not shop online do not necessarily distrust online shopping and vice versa. This study used a chi-square test to calculate the critical value and the results were not significant, and therefore did not reject the null hypothesis. Reasons for trusting online shopping was due to recommendations (word of mouth), trusting the brand, a good rating on the site, the details on the site, and if the website was of a good quality. In addition, the most common reason for shopping online was due convenience.

INTRODUCTION

Contextualisation

This research topic was an investigation of South African attitudes towards online shopping. According to Cha (2011) the Internet reached 50 million users within the first 5 years of being introduced to the public, making it the fastest-growing medium. The Internet has provided a virtual platform for online purchasing of products and provision of services to customers (Shukla, 2016). A large variety of different products and services, from different brands, are available online at the click of a button, meaning consumers are able to compare products and prices easily (Shukla, 2016). This trend is increasing, giving marketers the opportunity to adopt e-commerce (the buying and selling of goods via the Internet) as an additional distribution channel (Shukla, 2016). However, many Internet users are still hesitant to use online shopping channels (Cha, 2011). Beatty et al (2011) suggests that one of the main factors preventing consumers from engaging in online shopping is the lack of trust towards

online stores. Woodruff (n.d) states that there is a large amount of resistance towards online shopping, perhaps as a result of the levels of fraud in SA. Wakefield et al (2004 as cited by Karimov et al, 2011) states that investigating the concept of initial trust is extremely important because in interactions where parties are unknown to one another, and the channel of communication is the internet, initial trust can determine whether or not a transaction will occur. Therefore, the ability to prompt initial trust can establish the success or failure of an online store (Karimov et al, 2011). Businesses that function online want to increase their customer base. It is in their interest to know what is holding customers back from shopping online.

Rationale

This study was of great importance as the researcher wanted to identify the reasons that drive Internet users to buy or avoid buying off the Internet. Lamoureux (1997, as cited by Shukla, 2016) observed that online shopping offers more flexibility and choices, while at the same time, removes large inventories, rental space, utilities, and storage costs. Online shopping provides an additional distribution channel and is a great opportunity for companies. However, Gustavsson & Johansson (2006) states that with the online environment lacking physical clues and physical interaction, establishing trust with the consumers is more difficult than in traditional stores. Similarly, Tasin (2017) suggests the problems around e-commerce are growing as the number of users do. Online shopping, unlike traditional shopping, is characterised by uncertainty and anonymity (Tasin, 2017). Online shopping requires both personal and financial information of the buyer to be submitted to an unknown merchant via the Internet, thus trust is a major factor to commence online purchases (Tasin, 2017). Although building consumer trust on the internet is a challenge for online stores, it is important for companies to learn how to manage consumers' trust in e-commerce (Gustavsson & Johansson, 2006). The researcher wants to investigate South Africans' attitudes towards online shopping. This research aimed to discover whether the findings in the literature are relevant in the South African market, whether or not South Africans trust online shopping, whether or not demographics play a role in online shopping and any other patterns observed. This information could enhance marketers' chance of succeeding in e-commerce by gaining customers' trust and knowing their market. Furthermore, the researcher hoped to explore the nature of South African attitudes towards online shopping.

Problem statement

The research problem was that there is not much research into online shopping in the South African context. We wanted to know whether the overseas literature applies to the South African context, and whether South African shoppers trust online shopping. We also wanted to know what holds people back from online shopping. It was important that the researcher scrutinised the importance of initial online trust, what factors evoke it, as well as any other influencing factors; such as online trust, demographic factors that influence online shopping, and any other patterns found. The researcher did this by looking at online trust in a global context then applied this knowledge to this study, in a South African context.

Research goal

Purpose statement

The purpose of this study was to describe trust in online shopping for the group, using a cross-sectional design. The result is a descriptive portrait of online shopping in the South African context. Trust in online shopping is defined generally as the level of confidence in shopping online.

Hypothesis

H₀: There is no correlation between trust and online purchases

H₁: There is a correlation between trust and online purchases

The level of significance was set at 5%.

Research questions

Is there a relationship between trust and online shopping?

What other patterns in online shopping are observed in the sample?

LITERATURE REVIEW

Theoretical framework

The Online Shopping Acceptance Model (OSAM) was the main theory considered for this research study, as it captures characteristics that are specific to online shopping (Wazzan, 2014). OSAM is an extension of TAM (Wazzan, 2014).

The Technology Acceptance Model (TAM) is an information systems theory that shapes how users come to accept and use a technology (Davis, 1989 as cited by Surendran, 2012). In 1986 Fred Davis introduced the Technology Acceptance Model (TAM) for his doctorate proposal. It was an adaption of the Theory of Reasonable Action; however, TAM was tailored precisely for modelling users' acceptance of information systems or technologies (Lai, 2017). As stipulated by Lai (2017), TAM was used by Davis (1989) to explain the common determinants of computer acceptance that lead to describing users' behaviour across a wide range of end-user computing technologies and user populations. Two specific beliefs were included and tested in the basic TAM model. They were **1. Perceived Usefulness (PU)** and **2. Perceived Ease of Use (PEU)**. As stated by Lai (2017) Davis (1989) defines Perceived Usefulness as the potential user's subjective likelihood that the use of a particular system (e.g. single platform E-payment System) will improve his or her action. Perceived Ease of Use refers to the extent to which the potential user expects the target system to be effortless (Davis, 1989 as cited by Lai, 2017).

According to Zhou et al (2007) TAM has been used widely to study online shopping environments, however it is not specific to online shopping. Hence the researcher used OSAM as the preferred theory. Flick (2009, as cited by Heinze et al 2014, p. 14) describes the acceptance of online shopping as "a continual process that seeks to obtain potential consumers, together with retailer confidence and acquiescence, through the formulation of an Online Shopping Acceptance Model" and describes OSAM as it being "a reference tool used to describe consumer behaviour in terms of acceptance of online shopping". According to Flick (2009 as cited by Heinze et al, 2014) OSAM was developed as a result of a number of consumer features which were

fundamental in defining the variety of factors that shaped consumers' acceptance using TAM; those factors will be discussed below.

According to Heinze et al (2014) the aim of OSAM is to encourage potential customers to shop online by showing how convenient it is for them to do so. The fundamental purpose is to predict and provide explanations around this way of shopping from different perspectives (Heinze et al, 2014). These include the analysis of the perceived outcomes that cover the benefits and potential risks that a customer faces when online shopping, shopping intentions, motivation, consumer demographics, online experience and satisfaction – all of which come together to drive consumer buying (Wolfinbarger & Gilly, 2001 as cited by Heinze et al, 2014).

Review of past literature

INTRODUCTION

Over the years, online shopping has become more popular, largely due to the convenience and ease of shopping from the comfort of one's own home or office. However, there is still resistance towards online shopping (Bhagat, n.d). This review of past literature will explore factors influencing online shopping attitudes, particularly looking at, and critically exploring; trust, online trust and initial online trust, then looking at the factors affecting online trust and initial trust, including perceived website quality, company reputation, product review systems (PRS) and word-of-mouth (WOM), and security. Next the researcher will look at the demographic factors in online shopping including gender, age, income and education, and culture. Lastly the researcher will look at past literature on reasons for resistance towards online shopping. Furthermore, the researcher will identify any gaps in the previous literature and identify key terms and concepts related to consumer's online shopping attitudes.

TRUST, ONLINE TRUST AND INITIAL ONLINE TRUST

Ring & Van de Ven (1992, as cited by Suki, 2011) views trust as being a consensual ideology, as well as the confidence in the other's goodwill. A consensual ideology refers to an agreement of all parties. Wu et al (2010) suggests that researchers usually

adopt a definition of trust from the offline context. He uses Doney & Common's (1997, as cited by Wu et al, 2010, p. 2) definition of trust: "the perceived credibility and benevolence of a target of trust." According to Doney & Common (1997, as cited by Wu et al, 2010) there are two dimensions of trust. The first dimension is credibility; this focuses on the information presented by the trustee in written statements or words that the trusting party is able to rely on (Doney & Common, 1997 as cited by Wu et al, 2010). The second dimension is benevolence; this concentrates on the extent to which the trustee keeps the trusting party's interests in mind and is driven to seek joint gains (Doney & Common, 1997 as cited by Wu et al, 2010). Jarvebpaa et al (1999, as cited by Zhou & Tian, 2010) define trust as the willingness of consumers to rely on the seller and act in circumstances where such action makes the consumer vulnerable to the seller. Ba & Pavlou (2002, as cited by Zhou & Tian, 2010) argue that trust, in an environment characterised by uncertainty, refers to the subjective assessment of one party that another party will perform as a specific transaction according to one's confident expectations. In contrast, some researchers view trust as a multidimensional concept (Zhou & Tian, 2010). For example; in recent years McKnight et al (2002, as cited by Karimov, 2011, p. 273) define initial trust as "trust in an unfamiliar trustee, a relationship in which the actors do not yet have credible, meaningful information about, or affective bonds with, each other".

Wu et al (2010, page 2) states that the difference between online trust and initial trust is 'subtle yet significant'. Wu et al (2010, p. 2) defines general online trust as developing over time, beyond the first interaction between a consumer and an e-vendor - referring to online stores. In contrast to general online trust, consumers' initial online trust is formed without prior knowledge or experience, during the very first interaction with an e-vendor (Wu et al, 2010). This could mean that online trust is more difficult to achieve than trust in a physical store, however there is no literature to support this. Wu et al (2010) also believed that smaller e-vendors that may be less known will benefit from enhancing consumers' online trust during their first interaction. In addition, Wu et al (2010) states that with a smaller e-vendor the way in which an online consumer perceives their first transaction will determine whether or not another transaction will follow.

McKnight et al (1998, as cited by Wu et al, 2010) defines 'initial' as "when two parties first meet or interact," thus Wu et al (2010) goes on to define 'initial online trust' as "the extent to which a person perceives the credibility and benevolence of the other party with which he or she first interacts in an online environment". McKnight et al (1998, as cited by Karimov et al, 201, p. 273) suggest that "initial trust between parties will not be based on any kind of experience or first-hand knowledge, rather, it will be based on an individual's disposition to trust or on institutional cues that enable one person to trust another". The downside of this is that someone who is a naturally trusting person may trust the wrong site and get scammed. The researcher in this case used Wu's definition of initial trust for the purpose of this research study as it directly relates to the online environment.

FACTORS AFFECTING ONLINE TRUST AND INITIAL ONLINE TRUST

Perceived Website Quality and Company Reputation

Zhou & Tian (2010) state that the first introduction between a consumer and an e-vendor, in e-commerce, is nearly always through the website of the e-vendor. According to Lowry et al (2008, as cited by Karimov et al, 2011, p. 276) a high-quality website will result in positive beliefs from consumers, which in turn will result in initial online trust in an e-vendor. According to Zhou & Tian (2010), many potential consumers have no previous relationship with the company, and thus their initial impression would depend greatly on their experience with the website and furthermore lead to initial online trust or distrust. According to McKnight et al (2002, as cited by Zhou & Tian 2012, p. 152) the quality of the website will reflect the consumer's initial perceptions about the website and is a strong predictor of trust in the e-vendor. Kim (2012) argues that when a consumer visits a website for the first time and it seems strange, he or she will then use the reputation of the company to decide whether or not to make the first purchase.

Kim (2012) stipulates that reputation has been seen as a trust builder for years. Furthermore, he views it as an important factor for consumers shopping online, suggesting that these consumers will use it as a trust base when they have no experiential interaction or direct knowledge of the e-vendor (Kim, 2012). Jarvenpaa et

al (1994, as cited by Zhou & Tian, 2010) agrees that reputation is a predictor of trust, and furthermore states that it is clearly related to the company's longevity. According to Wu et al (2010) other researchers such as Chen & Barnes (2007) and Koufaris & Hampton-Sosa (2004) also recognise that reputation is an influencing factor in initial online trust. Zhou & Tian (2010) suggest that good reputation and referrals from family and friends usually result from e-vendors' outstanding capabilities to meet customers' needs. Zhou et al (2007) states that having a good reputation as an e-vendor will give consumers confidence in doing the online transaction, even if the risks are high. Thus, Kim (2012) suggests that it is the expectation from the company's reputation that builds initial online trust rather than the website quality.

Product Review Systems (PRS) and Word-of-mouth (WOM)

Connolly et al (2012) states that a product review is fundamentally an argument made by a reviewer to either encourage or discourage a consumer from purchasing a product or service. Product Review Systems (PRS) are a form of online word-of-mouth (eWOM) (Connolly et al, 2012). According to Connolly et al (2012) eWOM has become one of the most popular sources of information for modern consumers. Connolly et al (2012) states that PRS are less personal and more universal WOM platforms in which consumers are able to post reviews about products or services. These reviews may be widely accessible to the public (Connolly et al, 2012). However, only when other consumers engage with these reviews are they spread (Connolly et al, 2012). Ha (2004 as cited by Karimov et al 2011, p. 273) stated that positive WOM recommendations from consumers who have experience with the online retail stores can help instil trust in new consumers. However, this can also play a negative role if the WOM recommendations are of a negative stance. Zhou & Tian (2010) agree that WOM can influence consumers' purchasing decisions greatly; they also believe that referrals from the media such as prestigious newspapers or business magazines are a form of WOM.

Based on the research by Connolly et al (2012) the strength of ties between consumers is one of the main differences between traditional WOM and eWOM. When looking at traditional WOM, research has shown that there is a greater persuasive effect when the tie between the consumers is stronger (Connolly et al, 2012). For example, people are more likely to believe a recommendation from a family member

or friend than a stranger. Nevertheless, due to the Internet, consumers are not limited to the sources they know but are able to go beyond these strong ties and access a number of sources that may be considered weak ties (Connolly et al, 2012). Taking a look at a forum like Facebook, there are many business pages which are forms of eWOM. Consumers are able to connect with people from all over the world, not just a family member or friend who has used that online store. This in particular is known as a social cue according to Karimov et al (2011). What happens when there are no eWOM recommendations? Any literature on this? If no literature, what do YOU think? Are people less likely to buy from a website when they cannot find recommendations online? Is this what would make a website seem “strange”?

Website Security

Zhou & Tian (2010) states that security is another key factor that influences consumers' online trust. Kim (2012) suggests that structural characteristics such as security and structure of the website will influence whether or not a consumer trusts the e-vendor, given that online shopping takes place in the web environment. A system that provides security measures and keeps personal information safe is found to enhance trust (Jamieson, 1999 as cited by Zhou & Tian, 2010 page 153). If consumers can trust that their personal information such as their name, contact details, address, and financial information is safe, it will instil confidence in them to use that e-vendor (Zhou & Tian 2010). Facebook have lost a lot of trust from their users due to the recent hacks on their personal information. Their users trusted them with their private information and it was being sold and improperly used by apps connecting through Facebook (Nyoni and Velempini, 2018). A scandal like this could make consumers more wary about online selling platforms. Other studies show that website security is an important factor affecting consumers' initial online trust (Wu et al, 2010). According to Keen (2000 as cited by Zhou & Tian 2010 page 8) if an e-vendor fails to provide a sense of security to their consumers they may perceive any transaction with that e-vendor as being a high risk, resulting in initial online distrust rather than initial online trust. Furthermore Zhou & Tian (2010) state that establishing consumers' online trust is fostered via having security measures in place. These above discussion shows the importance of online trust for e-vendors.

DEMOGRAPHIC FACTORS IN ONLINE SHOPPING

Gender

According to Alreck & Settle (2002 as cited by Zhou et al 2007 page 4) shopping activities are traditionally favoured by women. Furthermore Alreck & Settle (2002 as cited by Zhou et al 2007 page 4) stated that generally women are in charge of shopping for the households and they usually have a more positive attitude towards a traditional store and catalogue shopping than that of men. However, with the new channel of shopping that the internet provides, the gender pattern seems to be different (Donthu & Gercia 1999 as cited by Zhou et al 2007 page 4). Although the difference was not significantly great (Donthu & Gercia 1999 as cited by Zhou et al 2007 page 4), in one study women were found to make fewer purchases and spend less money than men (Li et al, 1999; Stafford et al, 2004; Susskind, 2004 as cited by Zhou et al, 2007 page 4). Furthermore, Alreck & Settle (2002 as cited by Zhou et al 2007 page 4) found that men's view of online shopping is slightly more favourable than women's. Mottram & Fleming (2009 as cited by Dhandayudham & Rose, 2013 page 87) argues that although gaming and gambling has led to male dominant internet usage, females are more likely to shop online than men, according to prior research findings. There is not enough information, at this time, to suggest a significant difference in whether it is men or women that are more likely to engage in online shopping activities.

Age

Zhou et al (2007) stipulates that since the beginning of the internet until the 1990s, it was the middle-aged and younger group that used the internet, particularly those that had less purchasing power than that of the older age group. Research conducted in the early years shows no significant online shopping patterns regarding age (Bellman et al 1999; Li et al 1999 as cited by Zhou et al 2007). In addition, research done by Bhagnagar et al (2000), Donthu & Garcia (1999) and Korgaonkar & Wolin (1999 all cited by Zhou et al 2007, p. 45) shows no age difference in traditional shoppers verses online shopping. Zhou et al (2007) states that even with the age gap between non-online consumers and online consumers decreasing, indicating that age does not play a role, it is still unclear whether age affects consumers' intention to purchase online. In a study conducted by Sultan & Uddin (2011) consisting of 100 Gotand University students, it was found that as the age of the respondents increased, the interest in

online shopping activities decreased. Furthermore, Bhagat (n.d) conducted an age-wise analysis which uncovered that 35% of online shoppers were between the age of 18 and 25 years old, 55% were 26 to 35 years old, 8% were 36 to 45 years old, and only 2% were 45 to 60 years old, showing again that as the age group got older, the online shopping rates declined. Stafford et al (2004 as cited by Zhou et al, 2007) also found a positive relationship between the age of consumers' and their likelihood to shop online. In contrast, Joins et al (2003 as cited by Zhou et al 2007) found a negative relationship and Li et al (1999) Rohm & Swaminathan (2004 as cited by Zhou et al 2007, p. 45) found no relationship. Thus, the researcher needed to look into whether or not age is a factor that plays a role in the lack of trust in online shopping in this study.

Income and Education

Multiple studies reviewed by Zhou et al (2007) all found evidence that online shoppers tend to have a higher income than that of traditional shoppers. They found that the items that were most popular included books, CDs, PC hardware and software, and holiday and leisure travel, which are "normal goods – those for which demand increases as income increases" (Zhou et al, 2007, p. 46). When looking at education, Li et al (1999), Liao & Cheung (2001) and Susskind (2004 all cited by Zhou et al 2007, p. 46) found a positive relationship between education and the time and money spent online. In other words, as education increases, so does the time and money spent on online shopping. However, Bagchi & Mahmood (2004), Bellman et al (1999), Donthu & Garcia (1999), and Mahmood et al (2004 all cited by Zhou et al 2007, p. 46) argued this and found that there is no relationship. In other words, having a higher or lower level of education makes no difference to how much time or money people spend shopping online. Zhou et al (2007) states that the reason for this may be due to the fact that shopping online does not require a higher education, as it is an easy task. This being said, you need access to the internet and the money to make the purchase, thus, it makes sense that online shoppers would have a higher education and therefore the opportunity to access better paying jobs, meaning a higher income and more disposable income for shopping. Kehoe et al (1998) and Hoffman et al (1996 as cited by Sultan & Uddin, 2011, p. 20) support this, as they stated that studies show that online shoppers tend to have a higher education and income. The researcher would

like to see if there is a relationship between education level and trust in online shopping in the South African context.

Culture

Zhou et al (2007) describes culture as a representation of shared values that influence attitudes, responses, preferences and societal perceptions. According to Doney et al (1998 as cited by Zhou & Tian 2010) national culture is believed to influence individual and organisational behaviour to the point that it interferes with the development of trust. Amant (2002 as cited by Tan & Urquhart 2007, p. 6) stated that “in the highly competitive area of e-business, any cross-culture miscommunication in cyberspace may leave individuals or organisations cut off from one of the most important online markets in the world”. In addition, Hofstede (1984;1991 as cited by Zhou et al 2007, p. 46) characterises cultural differences into five dimensions, including power distance, individualism-collectivism, masculinity-femininity, uncertainty avoidance and long-term orientation. Zhou et al (2007) states that these above five dimensions, have been used to project the behavioural patterns of online consumers. With eastern and western cultures being drastically different, it has led to a difference in online shopping behaviour (Chau et al 2002; Huang 2003; O’Keefe et al 2000; Park & Jun 2003; Park et al 2004 all cited by Zhou et al 2007). In addition, Cyr et al (2010 as cited by Karimov et al 2011) found that website colour is a significant factor for website trust and satisfaction, with notable differences across cultures. For example? In contrast, Lynch et al (2001 as cited by Zhou et al 2007) states that there is no significant difference between Turkey and USA consumers, who are seen to have dramatically different cultures.

REASONS FOR RESISTANCE TOWARDS ONLINE SHOPPING

Although online shopping is convenient, saves time and can sometimes have an attractive deal to lure consumers in, there still seems to be a resistance towards online shopping (Bhagat, n.d). Bhagat (n.d) states that a lack of social interaction, lack of customer service, privacy, and security are some reasons for the resistance. In addition, reasons for resistance may include not seeing and trying on the item before

purchasing it and the ease of making a return (Dickenson, 2013; Consumers Prefer Malls to Internet, 2013). Furthermore, going to the mall offers an experience that online shopping does not, and people want a mix of “retail, restaurants and entertainment” (Anon, 2013, p. 1). Although online shopping continues to grow, it cannot fully compete with the traditional shopping in malls due to the fact that when shopping online, one is not able to try on clothes and accessories, nor are they able to enjoy the experience, for example bumping into an old friend and catching a coffee (Anon, 2013, p. 1). On the other hand, when looking at reasons for resistance towards online shopping in the food sector (which seems to be much stronger than in the retail sector) research found that people have the desire of ensuring the products are fresh, as well as being able to view the food up close (Anon, 2017). Another huge issue with online shopping, which may be a contributing factor to the resistance, is the fraud going on around it, particularly in South Africa where scammers are known to create fake retail websites with irresistible prices that lure consumers in (Woodruff, n.d). One scam can lead to lifelong resistance towards online shopping for that consumer, and his/her family and friends.

CONCLUSION

The researcher views science, facts, proof and objectivity as the preferred method to study this topic, thus making this study positivistic (du Plooy-Cillers et al, 2014). The main theory chosen for this research study was the Online Shopping Acceptance Model (OSAM), as it captures characteristics that are specific to online shopping (Heinze et al, 2014). After critically reviewing the past literature around online shopping, the researcher found very little research around the demographic factors in online shopping, as well as the possible reasons for resistance towards online shopping. Although the researcher found substantial past literature on trust, online trust and initial online trust and factors influencing online and initial online trust, none of it was from a South African context. Furthermore, there is not enough research done worldwide to say whether or not demographics make a difference in online shopping, nor is there enough research stating reasons for the resistance towards online shopping. The researcher would like to change this by researching the above four elements in a South African context, closing the existing gaps around consumer's online shopping attitudes, particularly in South Africa. The researcher feels this theme is of importance as this information can help e-vendors understand their customers

and how to accommodate them, as well as find ways to target those that do not fit the demographics of an online shopper. Therefore, the researcher looked at whether or not demographics play a role in South African consumers' online shopping attitudes. Moreover, the researcher explored the possible reasons for the resistance towards online shopping in a South African context as there was no research done around this in South Africa and limited research was found in a global context.

RESEARCH DESIGN AND METHODOLOGY

Research design

Worldview/ paradigm/tradition

For the purpose of this research study the researcher made use of a positivistic approach. According to du Plooy-Cilliers et al (2014) positivists view science, facts, proof and objectivity as the preferred method to study certain phenomena. The pillars of the positivist philosophy are the ideas of 'truth' and 'evidence' (du Plooy-Cilliers et al, 2014). In addition to trying to generalise their findings, positivists also focus on searching for valid and reliable evidence regarding the existence of phenomena (Creswell et al, 2016).

The researcher's aim was to explore the nature of South African attitudes towards online shopping. Furthermore, the researcher wanted to thoroughly explore the concept of online and initial online trust, as well as what factors prompt the initial trust needed for an online purchase to happen for the first time. The researcher was not looking for an in-depth understanding, but rather wanted to discover and examine the facts of initial online trust to establish the truth. Hence the researcher used a positivistic approach.

The epistemological position of positivism is that scientific knowledge is the only valid form of knowledge viewed by the researcher (du Plooy-Cilliers et al, 2014). It is gained only through objective, observable evidence (du Plooy-Cilliers et al, 2014). The ontological position of positivism is that reality is external and that the laws that govern it can be discovered (du Plooy-Cilliers et al, 2014). The axiological position of

positivism is that the researcher views reason, truth and objective research as valuable knowledge (du Plooy-Cilliers et al, 2014).

Conceptual approach and design

Line of reasoning

The researcher made use of deductive theorising for the purpose of this study. According to du Plooy-Cilliers et al (2014) deductive theorising involves reasoning from general assumptions to more specific assumptions where the researcher moves from investigating broad and general aspects of theory to applying them to the specific topic under observation. This research study used existing theories and past studies before applying it to this research topic (du Plooy-Cilliers et al, 2014).

Type of study

The researcher made use of descriptive research. According to du Plooy-Cilliers et al (2014) the purpose of descriptive research is to describe the characteristics and relationships between variables as accurately as possible. The researcher's aim was to describe the patterns in the data systematically. The researcher hoped to compare the attitudes of South African's familiar with online shopping, based on statistical data.

Time dimension

This research study made use of a cross-sectional design. According to du Plooy-Cilliers et al (2014) a cross-sectional design creates a more comprehensive picture of a phenomenon at a certain point in time; data is collected from respondents at a single time. Thereafter the survey was not be repeated. For this particular study the researcher made use of a once-off quantitative online survey, this was be sent out to people at a certain time and as soon as the respondents have completed the survey the results were collected online. The researcher did not do any follow ups with the respondents (du Plooy-Cilliers et al, 2014).

Research plan

Population

Unit of analysis

The unit of analysis for this research study was individuals.

Target and accessible population

According to du Plooy-Cilliers et al (2014) the target population in a research study refers to all people, entities or social artefacts that fall within the population parameters, whereas the accessible target refers to the portion of the population that the researcher is able to include in their study (du Plooy-Cilliers et al, 2014). The target population for this study was everyone in South Africa that is familiar with online shopping, even if they do not shop online themselves. The accessible target was anyone online in Durban that is familiar with online shopping.

Sampling

Non-probability

The researcher made use of non-probability sampling. According to du Plooy-Cilliers et al (2014) non-probability sampling is used when it is almost impossible to have access to or know the whole population. This means that the population does not have an equal chance of forming part of the sample due to the difficulty of gaining access to the entire population (du Plooy-Cilliers et al, 2014). The participants were not selected at random from a list, rather the sample was selected using the researcher's ability to make contact with the participants and who they are able to send the survey on to, therefore making this sampling method non-probability (du Plooy-Cilliers et al, 2014).

Sampling Method

The researcher made use snowball sampling. According to du Plooy-Cilliers et al (2014) snowball sampling makes use of referrals to increase the sample size. The participants involved in the research study gave the researcher suggestions of other people who could and would participate in the study and who fit the population parameters. The researcher made use of an online survey, therefore making this the

best way to grow the sample size. The link was forwarded on to people who fit the population parameters, via WhatsApp.

Sample Size

Due to the limits of this research study, the sample size was 25 people. The aim was not to generalise the findings, but to begin exploring the topic in a South African context.

Data collection methods

The researcher made use of a survey design, specifically surveys using questionnaires (du Plooy-Cilliers et al, 2014). Quantitative surveys make use of closed-ended questions, rating scales and checklists. This made it simple for the researcher to quantify responses and people are more willing to tick boxes rather than write longer responses (du Plooy-Cilliers et al 2014). The researcher made use of an online survey with closed-ended and contingency questions to make it easier to reach more people and to simplify the process of getting respondents to complete the survey. According to du Plooy-Cilliers et al (2014) other advantages of using questionnaires include that they are relatively inexpensive; they are less time consuming than other methods; questionnaires can be filled out anonymously, which helps with regard to sensitive issues; and it is an attractive method as large amounts of data can be collected with a questionnaire, and the data can be standardised. The researcher followed the guidelines du Plooy-Cilliers et al (2014) provided: always provide an introduction outlining the purpose of the study, giving the respondents a good reason to complete the survey, and why it is worth their time to fill out the questionnaire. It is also important to assure respondents of anonymity or confidentiality, give an estimated timeframe for how long the questionnaire takes to fill out, and provide simple and clear instructions, but not too many instructions (du Plooy-Cilliers et al, 2014). Finally, the researcher also used a clear and respectful language, the questions were in a logical sequence, and there were not too many questions as that may have discouraged people from answering (du Plooy-Cilliers et al, 2014). The researcher asked the respondents to fill out 10 closed-ended questions via an online platform.

Data analysis methods

The researcher made use of a chi-square correlation test to test the hypothesis. According to Creswell et al (2016) the calculations in this kind of analysis are based on a contingency table (two-way cross-tabulation) of two variables. A chi-square test does not specify a direction to the relationship; rather, it simply indicates whether a relationship exists or not, and further research can be done to explore the direction of this relationship (Creswell et al, 2016).

Once the hypothesis was tested, the researcher made use of descriptive statistics to present the data. This included things like the range of the data (maximum less the minimum value), as well as the mean which is the average, the median which is the middle value and the mode which is the most frequently occurred value, which make up the central points (du Plooy-Cilliers et al 2014). The researcher made use of graphs to illustrate the data, for example line graphs and pie charts. This made the data easy to read and interpret as well as give the data visual appearance.

According to McNabb (n.d) some benefits and advantages of using descriptive statistics to present the data included; the data collection allowed for gathering in-depth information through quantitative surveys. This allowed for a multifaceted approach to data collection and analysis. In addition, descriptive statistics result in rich data (McNabb, n.d). Lastly, surveys can be used by companies and organisations to study in beliefs, attitudes, behaviours and habits of members of a target audience, company or other organisation (McNabb, n.d).

According to McNabb (n.d) some limitations and disadvantages of using descriptive statistics to present the data included; that descriptive studies cannot be used to correlate variables or determine cause and effect. Another being that no variables are manipulated, therefore making statistical analysis not possible. Because of this, some scientists regard descriptive studies as unreliable and unscientific (McNabb, n.d). In addition, the results from descriptive statistics are not repeatable and typically the study cannot be replicated (McNabb, n.d). Lastly, the findings may be open to interpretation (McNabb, n.d).

FINDINGS AND INTERPRETATIONS

Findings



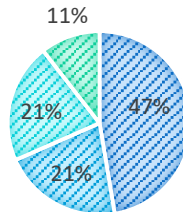
The Chi Square test

The calculated chi-square value was 0.53. A critical value was calculated using a chi-square table, with $df = 1$ and level of significance set at 5%. The critical value was identified as 3.843. Clearly, the calculated value is much lower than the critical value, which indicates that the results of this study are not statistically significant at the 5% level. Therefore the findings are non-significant. What this research study also shows is that people who shop online do not necessarily trust online shopping, and people who do not shop online do not necessarily distrust online shopping and vice versa. The non-significant finding could be due to a small sample which consisted of 25 participants. Of the 25 participants 19 (76%) shop online and 6 (24%) do not. Of that 19 (76%) who shop online, 15 (79%) trust online shopping and 4 (21%) do not trust online shopping. Of the 6 (24%) who do not shop online, 4 (67%) trust online shopping and 2 (33%) do not.

Do trust

REASONS FOR TRUSTING ONLINE SHOPPING

■ Word of mouth ■ Trust brand ■ Rating of site ■ Detail on site



For those that shop online, almost all shop for clothes, after that was travel and gadgets. Music was not as common however still shopped for by some. Gaming and food were the least chosen and surprisingly groceries are not shopped for online by any of the participants. Takealot was the most common online medium to shop on, with Superbalist next. Spree and Wish were relatively common and Woolworths and Pick 'n Pay are the least online store shopped on.

Do not trust

Of the 6 (24%) people who do not shop online 4 (67%) are willing to try it in the future and 2 (33%) are not. The 4 that are willing to try it would be enticed by; a friend or family member successfully using a specific online store, receiving a voucher to test out the online store and seeing a good rating of the online store.

Reasons for shopping/not shopping online

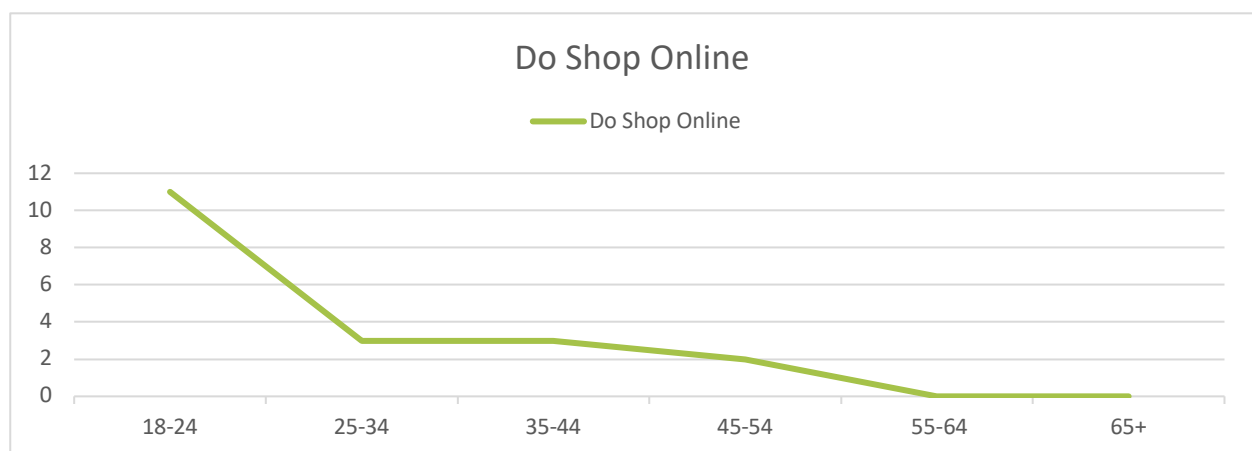
The main reason for participants *first trying out online shopping* was due to convenience (63%), along with this was wanting to try it out (32%), as well as not having time for shopping centres (11%). Other personal responses included; “newest products are not always available in physical stores,” “the products I seek are not always available in my country” and “hate shopping centres.” In addition, the participants’ main reasons *for continuing* to shop online included: convenience (89%), competitive pricing (53%), no crowds (26%) and discreet purchases (5%). The participants’ main reason *for not* shopping online was that they prefer traditional

shopping (83%), and other reasons included: cannot try on (33%), cannot see or feel the quality (33%), and concerned about fraud (17%).

Reasons for trusting online shopping

47% of the participants who shop online find recommendations of an online store to be the most important factor in *trusting online shopping*. This was due to someone having safely used it and making the participant aware of this through word of mouth. Furthermore, 21% of the participants who shop online found trusting the brand to be the most important factor in trusting online shopping, with another 21% finding the rating on the site to be the most important factor. Lastly, 11% of the participants that shop online found the detail on the site to be the most important factor in trusting online shopping. In addition, this research study showed that of the 19 people who shop online, 18 (95%) stated that the quality of the website plays a role in whether or not they shop on that site/online store.

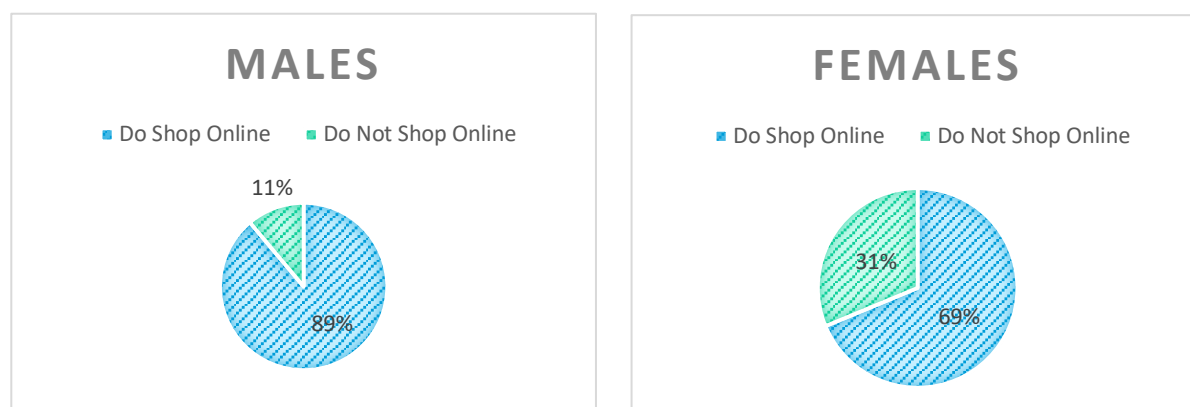
Age



The participants were required to indicate which age bracket they fell into (see Annexure A for survey questions). 12 (48%) of the participants were in the 18-24 age bracket, of which 11 (92%) shop online and 1 does not. 3 (12%) of the participants are in the 25-34 age bracket, of which 3 (100%) shop online and 0 (0%) do not. 3 (12%) of the participants are in the 35-44 age bracket, of which 3 (100%) shop online and 0 (0%) do not. 4 (16%) of the participants are in the 45-54, of which 2 (50%) shop online and 2 (50%) do not. 1 participant is in the 55-64 age bracket, of which 0 (0%) does

shop online and 1 (100%) does not. 2 (8%) of the participants are 65+, of which 0 (0%) shop online and 2 (100%) does not.

Gender



This research study consisted of 9 (36%) males and 16 (64%) females. Of the 9 (36%) males, 8 (89%) shop online and 1 (11%) does not. Of the 16 (64%) females 11 (69%) shop online and 5 (31%) do not.

Income



The participants were required to indicate which income bracket they fell into (see Annexure A for survey questions). 14 (56%) of the participants fell into the R0 – R20 000 income bracket, of which 11 (79%) shop online and 3 (21%) do not. 6 (24%) of the participants fell into the R20 001 – R40 000 income bracket, of which 4 (67%) shop online and 2 (33%) participants do not. Those two income brackets is where majority of the participants fell into. 1 (4%) participant fell into the R60 001 – R80 000

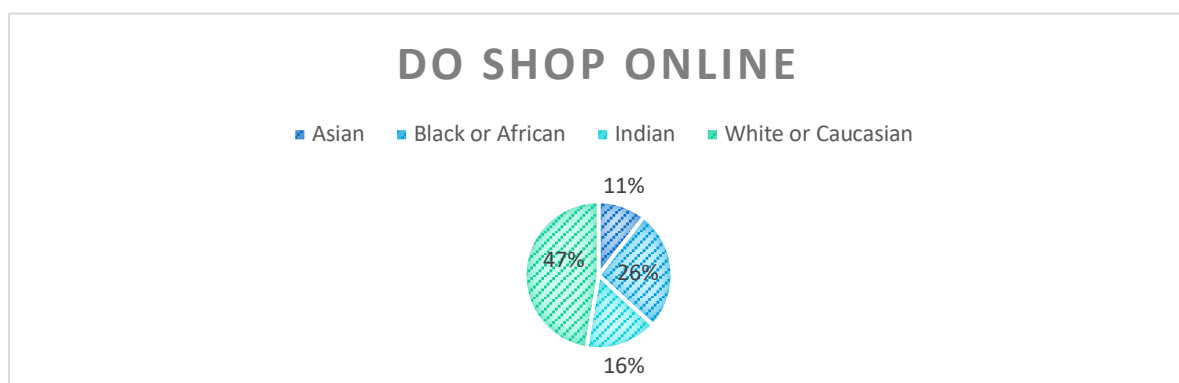
income bracket which was the highest income bracket selected, of which 1 (100%) does shop online.

Education



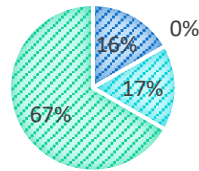
The participants were required to indicate which education bracket they fell into (see Annexure A for survey questions). The age brackets with the most participants included: a tertiary education and a Bachelor's degree. 5 (20%) of the participants have a tertiary education, of which 5 (100%) do shop online and 0 (0%) do not. 8 (32%) of the participants have a Bachelor's degree, of which 6 (75%) does shop online and 2 (25%) does not. When looking at the lowest (grade 9) and highest (Doctor's degree) education bracket it is shows that there was 1 (4%) participant with a grade 9 pass who does not shop online and 1(4%) participant with a Doctor's degree who does shop online.

Race



DO NOT SHOP ONLINE

■ Asian ■ Black or African ■ Indian ■ White or Caucasian



Of the 25 participants 3 (12%) were Asian, of which 2 (67%) shop online and 1 (34%) does not. 5 (20%) of the participants were Black or African, of which 5 (100%) shop online. 4 (16%) of the participants were Indian, of which 3 (75%) shop online and 1 (25%) does not. 13 (52%) of the participants were White or Caucasian, of which 9 (69%) shop online and 4 (31%) do not. Furthermore, when looking at the races of the 6 participants who stated that they do not trust online shopping (these include both online shoppers and non-online shoppers) we see that it makes up 67% of the Asian participants, 40% of the Black or African participants, 25% of the Indian participants and only 8% of the White or Caucasian participants.

Discussion of Findings

Reasons for shopping/not shopping online - as previously mentioned in the literature review, Ha (2004, as cited by Karimov et al, 2011 page 273) stated that positive word of mouth recommendations, from consumers who have experience with the online retail stores can help instil trust in new customers. It is evident that the results from this research study suggested a similar finding, with 47% of the participants who shop online choosing it as the most important factor to them.

Reasons for trusting online shopping - Lowry et al (2008, as cited by Karimov et al, 2011 page 276) stated that a high-quality website will result in positive beliefs from consumers, which in turn will result in initial online trust in an e-vendor. This research study had a similar finding with 95% of the participants who shop online stating that it played a major role in whether or not they had trust in that online store.

When looking at the OSAM theory, which forms the theoretical framework of this research study, an analysis of consumer demographics is one of the themes used to provide explanations around shopping online. This research study used this as a basis to explore whether age, gender, income, education and/or race played a role in trust and online shopping.

Age - it is evident in the findings above that this study shows a decline in the number of online shoppers as age increases. It can be stated that the results of this study are similar to those of the Gotland University study mentioned in the literature review, whereby as the age of the respondents increased, the interest in online shopping activities decreased (Sultan & Uddin, 2011). However, the 18-24 age bracket did make up 48% of the participants.

Gender - although the literature does not suggest a significant difference gender in online shopping, one study did find that women make fewer purchases and spend less money shopping online, than men (Li et al, 1999; Stafford et al, 2004; Susskind, 2004 as cited by Zhou et al, 2007 page 4). On the contrary, Mottram & Fleming (2009 as cited by Dhandayudham & Rose, 2013 page 87) found that although gaming and gambling has led to male dominant internet usage, females are more likely to shop online than men. This study shows that of the sample of 25 participants a higher percentage of males shop online than that of the females, thus suggesting that men shop online more than women. However, with a sample size of only 25 participants, this may affect the reliability and validity of the findings, as well as having fewer men than women in the sample.

Income - while the literature suggest that online shoppers tend to have a higher income than that of traditional shoppers (Zhou et al, 2007), this study suggests the opposite. Although this study shows participants whose incomes vary, there were significantly more participants who shop online in the lower income brackets. However, it could be as a result of older participants earning more, which would mean that the lower income bracket includes young participants, who as stated above, are more likely to shop online.

Education - this study suggests that the higher the level of education the more time and money spent shopping online, however, it was not consistent throughout the different education brackets. In addition, the participant with the grade 9 pass also fell into the 65+ age bracket thus, it could have been due to age and/or education. Furthermore, the literature reveals contradictory results; some studies found that there is a relationship between education and time and money spend online, and some studies report that there is not a relationship between education and the time and money spent online. Zhou et al (2007) suggest that the higher the level of education, the more time and money one will spend shopping online, while others (Bagchi & Mahmood, 2004; Bellman et al, 1999; Donthu & Garcia, 1999; Mahmood et al, 2004 all cited by Zhou et al, 2007) argued that there is no pattern suggesting that the higher one's level of education the more time and money they will spend online. It is evident that in this research study, due to the inconsistent results across all education levels, there is no significant trend suggesting that the higher the level of education the more time and money is spent online.

Race - the literature refers to culture rather than race, however in South Africa there is such a variety of different cultures that it would become quite complex to explore it as a theme under demographics. Along with this South Africa seems to be more of a collective culture. Therefore, the researcher looked for trends in race and found that 100% of the Black or African participants who took part in the study did shop online, this was the race group with the highest percentage within their race group. When looking at which races trusted online shopping; the Asian participants in this study were the least trusting of online shopping, with 67% of the Asians who took part in this study not trusting online shopping. While the White or Caucasian participants were the most trusting of online shopping, with only 8% of their race group not trusting online shopping.

Validity and reliability

According to du Plooy-Cilliers, et al (2014) reliability is linked to the findings of the research. To see if the research is reliable, one would need to ask if the results or findings would be the same if the research was done by a different researcher at a different time, using the same method. Therefore, reliability demands consistency.

According to du Plooy-Cilliers, et al (2014) reliability can also be seen as the extent to which results can be generalised, and similar results can be obtained if the study was repeated. Due to this study making use of closed-ended questions, the results should be consistent if the study were to be repeated by another researcher. According to Creswell et al (2016) there are four ways to ensure reliability; test-retest reliability which involves testing the same respondents two or more times. Second, equivalent form reliability which involves two similar tests/questionnaires which are given to the same respondents to ensure they give equivalent results. Third, split-half reliability which involves creating a test/questionnaire and splitting it in half (either all even or the first half and second half) and compared. Last is internal reliability which is a measure of how consistently each item measures the same thing (du Plooy-Cilliers et al 2014). The researcher used a self-developed questionnaire, therefore did not test for these types of reliability. The scope of this project did not allow the researcher the time to do all of these types of testing, therefore the reliability of the data cannot be generalised beyond the population from which the researcher took the sample.

Du Plooy-Cilliers, et al (2014) states that validity is about making sure the research has measured what it was supposed to measure. Internal validity refers to whether the research method or design answers the research question. External validity is about generalising the results from the sample to a broader population. This research study has face validity as all the questions looks as though they tap into what the researcher wants to measure (du Plooy-Cilliers et al 2014).

CONCLUSION

There is insufficient evidence to suggest that there is a correlation between trust and online purchases. Thus, the researcher does not reject the null hypothesis (H_0): These findings were obtained through a qualitative research study using a questionnaire and a chi-square test to find the critical value. These findings suggest that there may or may not be a correlation between trust and online purchases, however it cannot be confirmed. Therefore, the research problem has not been solved. This may be due to the small sample size. Furthermore, the research goal has only been researched to a certain extent, whereby patterns in online shopping were observed. However, a correlation between trust and online purchases cannot be confirmed or denied.

Although the findings were not significant, the researcher still feels this research study was a success. It may not have produced findings that give much clarity on the research problem, however patterns in online shopping were observed which businesses can use to increase the likelihood of consumers purchasing online through their stores. Furthermore, the researcher states that in order to solve the research problem, this topic will need further research done on it. In order to generalise any future finding, there will need to be a minimum sample size of 30.

Implications of findings for future practices

The markets

Although there was an insignificant finding on whether or not people need to trust online shopping in order to shop online, this study still showed that of the 25 participants, 76% do shop online. 76% is a large percentage and according to the literature, is growing. Therefore, there is a market for online shopping. Furthermore, if online shopping opens the market further than the geographical borders of one traditional store, this knowledge on trust and online shopping should encourage small businesses to expand to online stores which will expand their customer base and eliminate geographical barriers. Larger companies can also benefit from this knowledge. Online shopping means they can expand into international markets in a much more cost-effective way. In addition, online shopping can be done anywhere at any time which eliminates the issue of time zones in international markets.

The consumer

The benefit to the consumer is that businesses will now know what they can do to make their online shopping process one that consumers can trust and will engage in. This should entice more consumers to shop online and more frequently. Being able to safely and enjoyably shop online at any time and any place means that the consumer is able to do so when the traditional stores are closed as well as from the comfort of their own bed if they prefer. It also means they will have access to a variety of products that may not be accessible in their geographical area.

Contribution to the existing body of knowledge

The researcher's aim was to identify reasons that drive people to shop online by uncovering whether or not South Africans trust online shopping. The researcher hoped to provide businesses with a greater body of knowledge by building on existing knowledge around online business platforms. Moreover, the researcher wanted to find and create knowledge that is relevant in a South African context as there was no existing literature around online shopping in South Africa.

Ethical considerations

The researcher needed to take the following ethical considerations into account when gathering the research:

Ethical considerations affecting the participants:

Informed consent

According to du Plooy-Cilliers et al (2014) participants should know they are taking part in a research study. Furthermore, they should be formally informed and should give their consent (du Plooy-Cilliers et al, 2014). The participants in this research study knew that they were taking part in the research study and had the opportunity to give their consent or reject the offer.

Collecting data from participants

According to du Plooy-Cilliers et al (2014) the researcher needs to prioritise their psychological or physical comfort. Having done this survey online, without any knowledge of who earned what, their education level, race, age and so forth also ensured that the researcher dealt with sensitive information in a manner in which made the participants feel comfortable.

Dealing with sensitive information

According to du Plooy-Cilliers et al (2014) an ethical researcher protects sensitive information as a matter of principle and does not allow the participants personal feelings to interfere. Due to the study being online and anonymise having never coming into physical contact with the participant, they were able to give information like their income honestly, without it affecting the results.

Providing incentives

According to du Plooy-Cilliers et al (2014) providing incentives such as food, money and so forth, may distort your results. This may result in who takes part as your incentive may only be an incentive to some and not others. It may also result in the participants wanting to please you for the incentive. Therefore, the researcher remained ethical by not providing incentives that may sway the results.

Avoiding harm

According to du Plooy-Cilliers et al (2014) the researcher should not harm their participants in any way. In this study the researcher avoided harm by not causing embarrassment and not causing participants to recall emotional memories (du Plooy-Cilliers et al, 2014).

Anonymity

According to du Plooy-Cilliers et al (2014) anonymity is when you cannot match the participants identity to their response in any way. For the purpose of this research study, when collecting data from the participants the researcher did not ask for a name or contact details, therefore protecting their personal information and keeping their identities anonymous. In addition, this survey was done online so the researcher never came in to contact with the participants which may have helped them feel less embarrassed to answer truthfully.

Deception

According to du Plooy-Cilliers et al (2014) giving the participants a general purpose of the research but not telling them specifically you are looking form, and telling the participants that your research is about one thing when it is actually about another are both ways of deceiving participants. In this study the researcher explained exactly what the research study was about and for.

Ethical considerations affecting the researcher:

Falsifying information

According to du Plooy-Cilliers et al (2014) deliberately fabricating or changing data is falsifying information. Some of the reasons for doing so include to save the

researcher's reputation or to gain status, to keep funding or to secure additional funding, to retain a client or to get the desired outcome. There was no motive for the researcher to falsify information as there was no additional funding or status to maintain, nor was there a client to retain and furthermore there was no desired outcome rather to explore the topic and find out more about it within a South African context.

Distorting results

According to du Plooy-Cilliers et al (2014) distorting results is deliberately emphasising certain aspects over other equally significant aspects and/or quoting numbers out of context which may distort interpretation. The researcher did not distort information for the same reasons as stated above in falsifying information.

Bias

According to du Plooy-Cilliers et al (2014) bias in research is the expectation or desire of achieving a particular result. Furthermore, du Plooy-Cilliers et al (2014) stated that this may influence the results in how or where the researcher collects the data and how he/she interprets the data. Due to the researcher using an online survey and snowball sampling to collect the data, the researcher did not have control over who the survey would be referred on to, thus eliminating any chance of bias. In addition, the research was found to have an insignificant finding. With this the researcher did not emphasised evidence in support or downplayed evidence that points to the contrary, rather the researcher stayed natural looking at all the literature and relating it where applicable to the study.

Misusing information

According to du Plooy-Cilliers et al (2014) the researcher may not use the data collected from the participants for any other purpose other than the research study, unless permission to do so was obtained. This research study did not ask for contact details and along with this was anonymise, this eliminated any chance of misusing the information.

Using inappropriate research methods

According to du Plooy-Cilliers et al (2014) inappropriate research methods include those that are harmful to the participant and/or having questions that are unsuited to the researcher's stated purpose or results. The researcher did not use either methods when conducting this study.

Limitations

According to du Plooy-Cilliers et al (2014) limitations include any potential problems you may have when conducting the research study. Anything that may threaten the validity of the research study can be viewed as a limitation (du Plooy-Cilliers et al, 2014).

According to du Plooy-Cilliers et al (2014) these could pose as limitations for this research study:

This research study only had a sample size of 25 thus limiting the amount of information the researcher was able to collect. This also limited the generalisability of the results, as a minimum of 30 participants is required in order to develop results that are generalisable (Creswell et al, 2016). In addition, this was the researcher's first time doing a research study which may have limited the study due to a lack of expertise in research. Moreover, this research study had a financial resource limitation as there was no budget involved in this study, therefore no additional help and a small sample size making accessibility another limitation. Lastly, this research study was also limited with time as it had to be completed within one year.

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Annexure A: Survey Questions

The aim of this survey is to determine whether there is a relationship between trust and online shopping. This survey consists of 17 closed-ended and contingency questions and will take an estimated 10 minutes to complete. Please answer all of the questions truthfully and to the best of your ability. Your answers will be kept anonymous and will only be used for the purpose of this research study.

1. What is your age

Drop down box from 18 – 80

2. What is your gender?

Male

Female

3. What is your income per month?

R0 – R20 000

20 001 – R40 000

R40 001 – R60 000

R60 001 – R80 000

R80 001 – R100 000

R100 000 +

4. What is your level of education?

Tertiary education

Higher certificate

National diploma

Bachelor's degree

Honours degree

Master's degree

Doctor's degree

5. What is your culture?

Drop down box of all the different cultures found in South Africa

6. Do you shop online?

Yes

No

If you answered YES to the above question, please proceed with question 7. If you answered NO to the above question, please skip to question 11

7. Do you trust online stores?

Yes

No

8. Does the quality of the website play a role in whether or not you shop on that site?

Yes

No

9. What do you shop online for?

Clothes

Food

Gadgets

Music

Gaming

Groceries

Travel

Toys

Other

10. What online shopping sites do you use?

Takealot

Superbalist

Spree

Wish

Woolworths

Pick n Pay

Other

11. What made you make your first online purchase?

Convenience

Wanted to try it out

A friend suggested it

I don't have time to go to shopping centres

Other

12. Why do you continue to shop online?

Convenience

Competitive pricing

No crowds

Discreet purchases (therefore no embarrassment)

Comparison shopping

Wider selection

Time saver

Other

13. What made you trust online shopping?

Advert

Word of mouth

Detail on site

Rating of site

Other

If NO

14. Do you trust online stores?

Yes

No

15. Why do you not shop online?

Complex checkout process

Don't trust that my goods will get to me

I prefer traditional shopping

Cannot try things on

Cannot see or feel the quality

I'm concerned about fraud

I do not know how to shop online

Other

16. Would you consider shopping online in the future?

Yes

No

17. Would any of the following things entice you to shop online in the future?

A friend/family member successfully using a specific online store

Lots of detail on the site – showing it is legitimate

Receiving a voucher to test out the online store

Seeing an advert about the online store

Seeing a good rating of the online store

I so not see myself shopping online in the future

Other

Annexure C: Chi-square table

The Chi Square test

	Do shop online	Don't shop online	Total
Do trust online shopping	15	4	19
Don't trust online shopping	4	2	6
Total	19	6	25

	Do shop online	Don't shop online	Total
Do trust online shopping	14,44	4,56	19
Don't trust online shopping	4,56	1,44	6
Total	19	6	25

Chi-square value = 0,539192141

Annexure C: Ethical Clearance Letter

Annexure D: Originality Report



RESM8419_2018_HBC1_VCDN1 - RESM8419_VCDN1

Activity 5.3.2: Submitting your final report

Chelsea Stander on Mon, Oct 29 2018, 11:06 AM

7% highest match

Submission ID: 80da7835-b2cb-4a45-b754-76c09562ac0

POE 1.docx

Word Count: 10,811 | 7%

Attachment ID: 237277276

Citations (13/13)



 Another student's paper

Assignment Instructions 

Assignment Details   



RESEARCH DISSERTATION

Word Count: 10 586

TITLE

An investigation of South African attitudes towards online shopping

Chelsea Stander

Student Number: 15004523 Campus: Durban

NorthSupervisor: Leigh De WetModule: Research Methodology RESM8419Course: BCom Honours – Management

I hereby declare that the Research Report submitted for the Bachelor of Commerce Honours in Management degree to The Independent Institute of Education is my own work and has not previously been submitted to another University or Higher Education Institution for degree purposes.

GRADE

LAST GRADED ATTEMPT

/200

ATTEMPT 3

29/10/18 11:06

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SafeAssign  7% overall match

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Submission

 **POE 1.docx** 

OK **Start New**

Annexure E: Concept Document Template
An investigation of South African Attitudes towards online shopping:

Research Purpose/ Objective	Primary Research Question	Research Rationale	Seminal Authors/ Sources	Literature Review – Conceptual Framework	Paradigm	Approach		Data Collection Method(s)	Ethics	Key Findings	Recommendations
The purpose of this study was to describe trust in online shopping for the group, using a cross-sectional design.	Is there a relationship between trust and online shopping? What other patterns in online shopping are observed in the sample?	This study was of great importance as the researcher wanted to identify the reasons that drive internet users to buy or avoid buying off the internet.	Ebschobost Bhagat, SM, n.d. Connolly, J, Mandivwalla, M & Racherla, P, 2012. Dhandayudham, A, & Rose, S, 2014. Dickenson, S, 2013. Kim, J, 2012. Lai, PC, 2017.	Theme 1: Trust, Online Trust And Initial Online Trust Theme 2: Factors Affecting Online Trust And Initial Online Trust Theme 3: Demographic Factors In Online Shopping Theme 4: Reasons For Resistance Towards Online Shopping	Positivist approach - positivists view science, facts, proof and objectivity as the preferred method to study certain phenomena Epistemological - scientific knowledge is the only valid form of knowledge viewed by the researcher Ontological - reality is external and that the laws that govern it can be discovered	Cross-sectional design	Quantitative survey done online using closed-ended and contingency questions.	Consent Anonymity	Not significant Could be due to a small sample size.	People who shop online do not necessarily trust online shopping, and people who do not shop online do not necessarily distrust online shopping and vice versa	Redo this study with a larger sample size.
						Population					
						<i>Unit of analysis</i> - Individuals. Target population - familiar with online shopping, even if they do not shop online themselves Accessible target - anyone online in Durban that is familiar with online shopping.					
Research Problem	Secondary Questions/ Hypotheses/ Objectives	Key Concepts	Key Theories			Sampling	Data Analysis Method(s)	Limitations	Key Contribution		
The lack of trust in online shopping amongst South Africans	H0: There is no correlation between trust and online purchases H1: There is a correlation between trust and online purchases The level of significance was set at 5%.	Trust Online Trust Initial Online Trust	The Online Shopping Acceptance Model (OSAM)		Axiological - the researcher views reason, truth and objective research as valuable knowledge	Non-probability Snowball Sample size: 25	Unit of analysis - individuals Descriptive analysis and Chai-square test	Small sample size Can't generalise Researcher is not an expert	<i>Contribution to the existing body of knowledge, the consumer and the market.</i>		